

JOSEF HOFMANN

To the President of the Aeolian Company

My dear Mr. Tremaine:—

I am sending you, by Mr. Schaad, the first of my completed Duo-Art Rolls.

The making of these rolls has required hard and painstaking work and I have spent many hours on each different composition, but I am quite confident you will agree with me that the results justify all the effort made. These rolls correctly reproduce my phrasing, accent, pedaling and, what is more, they are endowed with my personality. Yes, incredible as it may seem, I have succeeded in actually embodying in these rolls that subtle something, which, for want of a better term, we call personality. They are indeed my actual interpretation with all that implies.

As you know, before I entered into an agreement to play exclusively for the Duo-Art, I made a very thorough investigation and convinced myself that your instrument was superior to all other reproducing pianos. During the past few months, I have had a Duo-Art in my home at Seal Harbor, and my enthusiasm for this wonderful instrument has increased as my familiarity with it has grown.

One thing is certain: in the reproduction of my own playing the Duo-Art is so far superior to any other instrument of its kind, there can be no real basis for comparison.

Sincerely yours,

October 17, 1918

Josef Hofmann



THE DUO-ART PIANO

Introduces a New Era in Music

WE stand on the threshold of a new era in music. The letter shown above from Josef Hofmann, the world-famous pianist suggests something of the promises this new era contains.

In his letter, Hofmann says that the record-rolls he has made for the Duo-Art Piano correctly reproduce his playing—are indeed his actual interpretations.

The full meaning of this statement is almost too wonderful to be immediately grasped. Josef Hofmann is one of the great pianists of all time. When he plays in the large music halls of this and other cities, thousands flock to hear him, and the concerts at which he appears are among the most anticipated events of the musical season. Of the countless numbers who desire to hear him, few even in the larger cities are able to do so. This is due to the comparatively few performances in each city, and the inadequate capacity of even the largest concert halls.

Music-lovers in the smaller cities and in the countless towns and villages where Hofmann never appears, seldom if ever have an opportunity to hear his wonderful art.

Hofmann in Your Home

With the advent of the Duo-Art Piano, all this is changed. Anyone who possesses himself of a Duo-Art Piano and Hofmann's record-rolls, may, in his own home, at any time, command the art and genius of this great master of the piano for his enjoyment and edification.

Picture yourself seated in the soft, subdued light of your living room, listening in solitude, to Hofmann's interpretation of Chopin's exquisite waltz in C sharp minor. Again, with the different members of the family circle, or perhaps a few intimate friends, the Duo-Art Piano rendering Mendelssohn's beautiful Rondo Capriccioso, exactly as Hofmann himself has rendered it, times without number. Or perhaps in the midst of a formal social gathering the wonderful 12th Rhapsody of Liszt; holding the guests entranced just as the master himself has held countless thousands spellbound in the great music halls of this country and Europe.

Can there be any source of pleasure and diversion at once so inspiring and uplifting? Can you introduce into your home any single influence so desirable as really fine music?

Imagine the influence of the Duo-Art Piano on the children and those whose musical tastes are still in the process of development!

Hofmann's Actual Interpretations

It cannot be too strongly emphasized that the Duo-Art reproductions of Mr. Hofmann's performances do not merely approximate his playing. They do not suggest his interpretations. They are his actual performances. Indeed Mr. Hofmann goes further and says they are endowed with that wonderful quality which distinguishes the art of the truly great pianists—his personality.

All the Great Pianists

To own a Piano endowed with the capacity of reproducing the superb art of Hofmann is, judged by all our previous ideas of music and musical instruments, a modern miracle. What then shall we say when to this is added the capacity to reproduce the performances of all the other great pianists? A list of those who have made record-rolls for the Duo-Art is a list of the most of the great pianists of the

world. Among these pianists are the following:

Adriano Ariani	Percy Grainger
Harold Bauer	Enrique Granados
Fernuccio Busoni	Mark Hambourg
Winifred Byrd	Ethel Leginska
Charles Wakefield Cadman	Tina Lerner
Teresa Carreno	Guimar Novas
Walter Damrosch	Ignace Jan Paderewski
Carl Friedberg	John Powell
Ossip Gabrilowitch	Rosita Renard
Rudolph Ganz	Camille Saint-Saëns
Aurilio Gurni	Xaver Scharwenka
Leopold Godowsky	Ernest Schelling
Catherine Godson	and many others.

Playing the Duo-Art Yourself

The Duo-Art Piano is a Pianola as well as a reproducing piano. This means that besides hearing the great masters of the piano on this wonderful instrument, one may also play it himself when he desires. Using a regular Pianola music roll and the expression devices provided by the instrument, one experiences the intense fascination of participating in the performance and voicing one's own musical feeling.

A Magnificent Piano

And lastly, the Duo-Art is a pianoforte of distinguished make and quality. As such it provides the best instrument it is possible to secure, either Grand or Upright, and is available for hand-playing and practice just as any regular piano. Four different pianos may be obtained as Duo-Arts, namely: the Steinway, the Steck, the Stroud and the famous Weber.

AN INVITATION—You are cordially invited to come to Aeolian Hall at any time to hear the great masters' interpretations upon the Duo-Art Pianola Piano

THE AEOLIAN COMPANY

Makers of the Aeolian-Vocalion—the Greater Phonograph

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